

## Determinant Analysis Of Consumer Buying In Semolowaru Surabaya PKL Center

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### ABSTRACT

The form of attention of Surabaya city government to manage PKL or street merchant (*Pedagang Kaki Lima*) is to provide a culinary tourism center so that the PKL can sell orderly and many people will be interested to come to the PKL center. If we look at the current phenomenon, many of PKL culinary centers are few visitors so that some of the tenants are finally closed, this is unfortunate if the government Surabaya already spent a lot of funds to build the PKL center. The purpose of this research is to explore the interest of buying consumers because of the least visitors to the Semolowaru PKL center in Surabaya so that researchers can determine the marketing strategy that can be done at Semolowaru PKL center so many visitors and give more revenue for PKL. This research is a qualitative study with the Phenomenology model. Phenomenology seeks to uncover, learn and understand a phenomenon along with the distinctive and unique context experienced by the individual to the individual's "belief" level. Research informant is all parties who know the dynamics of the Semolowaru PKL center, they are Semolowaru PKL center management, Semolowaru PKL merchants and Semolowaru PKL visitors. Collection of data on this study using interview methods.

**Keywords:** Marketing Strategy, Store Atmosphere, Purchase Interest.

## INTRODUCTION

Many street merchants (PKL) who sell in locations that should not be allowed to sell such as on the sidewalk and the side of the road so that it looks less tidy and causing traffic jams. Therefore, one of the tasks of the Surabaya city government is to regulate PKL so that they will appear neat, orderly, and conducive, but they can still sell. A form of attention of the Surabaya city government in controlling PKL is providing culinary tourism centers so that PKL can sell in an orderly manner and the public will be interested in coming to the culinary tourism centers.

The current phenomenon of many culinary tourism centers that are few visitors so that some tenants finally closed down, things like this are unfortunate even though the Surabaya city government has spent a lot of money to build a culinary tourism center. Culinary tourism center has a good design so that visitors are interested visit there. According to (Kotler and Armstrong 2012) that a good layout will help the seller to display his merchandise properly, facilitate consumers to make purchases and improve the work efficiency of officers, attract buying interest and increase profits for the seller.

The focus of this research is exploring what determines consumer buying interest because it is related to the lack of visitors at PKL Centers in Semolowaru Surabaya. Semolowaru PKL Center is in a strategic location where many campuses and offices are located around PKL centers and have futsal court facilities, but to date, Semolowaru PKL centers are still few visitors. Based on the focus of the research study described above, the purpose of this study is to explore what determines consumer buying interest so that researchers can determine the right marketing strategy for the Semolowaru PKL center.

## METHODOLOGY

This research is qualitative research with a phenomenology model. According to Husserl, in every case, humans have an understanding and appreciation of each phenomenon in its path, where understanding and appreciation is very influential on his behavior (Sugiyono 2009). The unique and distinctive phenomenon that wants to be investigated in this study is the dynamics of the number of Semolowaru Surabaya PKL Center, by digging information from individuals who have direct involvement in the phenomenon. These parties include, among others, PKL management, PKL, and visitors.

1. The Surabaya PKL Center Management is the Surabaya City Government, SME Department
2. Street merchants (PKL) are merchants who sell products or services in the PKL centers. Generally they sell culinary products with various types of cuisine and drinks
3. Visitors to PKL Centers are people who visit and make purchases in the PKL Centers area

The selection of informants uses non-random sampling or non-probability sampling methods. The sampling technique used in this study was accidental sampling. Accidental sampling is used to search for merchants and visitors, so the selected informants are those who happen to be at or visit Semolowaru PKL Center. Data collection in this study used the interview method. (Sugiyono 2013) explained that the technique that researchers applied was a face to face interview technique or direct interview. Activities in qualitative data analysis are carried out interactively and take place continuously until finished so that the data is saturated or there is nothing new.

## RESULT AND DISCUSSION

There are six informants who were successfully interviewed. The following is the profile of the informants in this study :

1. 1st Informant (Head of Business Development and Supervision Section)

Name : Jumiati

Job : Head of Business Development and Supervision Section - SME

Department

2. 2nd Informant (Secretary and merchant of the Semolowaru PKL Center Management)

Name : Dyah

Job : Secretary and merchant of Semolowaru PKL Center

Length of work : 5 tahun

3. 3rd Informant (Merchant of Semolowaru PKL Center)

Name : Nur Cholifah

Job : Merchant of Semolowaru PKL Center

Length of work : 5 tahun

4. 4th Informant (Visitor)

Name : Nuris dan Sari (Suami Istri)

Job : Merchant of Penjaringan Sari PKL Center

Residence : Penjaringan Sari - Flat

5. 5th informant (Visitor)

Name : Narto

Job : Employee

Residence : Medokan Semampir

6. 6th Informant (Visitor)

Name : Febriana

Job : Housewife

Residence : Rungkut

### 1. 1st Informant (Head of Business Development and Supervision Section)

Semolowaru PKL Center was established because there was a proposal from the surrounding community. We chose this location because the land was a former village treasury land (BTKD). So we use the existing land because of the limited costs of purchasing land. Purchasing land is the second alternative when the SME department does not find City Government land that can be used around the area, provided there are quite some illegal street merchants who will be relocated to the PKL Center.

The levy that must be paid by merchants is IDR 20,000 per meter. Each merchant is generally given three meters of land, so the levy that they have to pay each month is IDR 60,000. The fee is outside the operational costs. Operational costs borne by merchants, such as electricity, water, and others. Semolowaru PKL Centers are not only managed by the SME Department but also by the Semolowaru PKL Center management (*Paguyuban*). Semolowaru PKL administrators are merchants who sell there. Management was formed to facilitate coordination with the SME Department and PKL Centers' operational management.

In addition to the surrounding community, Semolowaru PKL's target market is Semolowaru Elementary School students (SDN), Semolowaru *Kelurahan* employees and office employees. The problem that arose sometime after the center was established was

that the gate of the SDN was closed by the school so that SDN students could not eat snacks during recess at Semolowaru street merchants.

The SME Department has provided various facilities at Semolowaru PKL Centers, ranging from providing booths, additional lighting lamps, and others. It also provides training and guidance to merchants there, such as guidance on how to cook, how to serve food, guidance on fire handling, basic accounting training to separate personal and business money and various other activities.

Problems at the PKL center is very complicated. An example of the case is that the SME Department has provided online marketing training, but online marketing only takes place temporarily due to the saturation of traders in updating their business in online media. So all returned to human resources at the Semolowaru PKL Center. The SME Department can only provide stimulus, and then it depends on the creativity of the merchants themselves. The SME Department is not possible to accompany merchants continuously. Merchants' motivation is still lacking, many merchants do not dare to try new things. They feel that the most important thing is they can get a meal from selling and can send their children to school. Whereas the hope of the SME Department, the merchants can grow their businesses and become independent by buying their own place of business. But unfortunately, merchants do not have thoughts or dreams to grow their businesses and get out of the PKL Centers. If in terms of location, chances are Semolowaru PKL Center is empty of visitors because the location is not clearly visible from the road.

Future plans The SME Department wants to organize the cashier system and provide assistance so we can find out the shortcomings at the Semolowaru PKL Center. Structuring the cashier system you want to do is a single cashier payment system. This single cashier system is expected to help the SME Department in monitoring how much turnover the Semolowaru PKL Centers have so that the SME Department can find out who the merchants have the highest and lowest turnover.

## **2. 2nd Informant (PKL Semolowaru Center Merchant)**

Ms. Diah is one of the merchants at the Semolowaru PKL Center who is currently also the secretary of the management (Paguyuban) at the Semolowaru PKL Center. Ms. Diah sells at the Semolowaru PKL center starting in 2014. The location of Mrs. Dyah's stand is on the second stand at the entrance.

Semolowaru PKL center has few visitors, especially in the afternoon. During the day only a few merchants who sell at their stand because usually few visitors come during the day. Semolowaru PKL center is only crowded at night. At night, many merchants start to open their stand. But now only 8 merchants who open the stand, around 20 merchants had out from Semolowaru PKL center. Other merchants who have not been selling for more than six months at the Semolowaru PKL center.

Every month the merchants pay a levy of Rp. 5,000 per day to the SME Department. The fee is outside the cost of electricity and water. Electricity costs are IDR 40,000 and water costs are IDR 20,000 so the total cost must be paid monthly IDR 65,000. The monthly fee is helped by the parking fees earned from visitors and field rental. The management cooperates with one of the NGO (Non-Government Organization) in Surabaya to guard and manage parking fees. Regardless of the parking money obtained by NGO must deposit Rp. 700,000 every month. If the parking fees earned are more than that, it will be a profit from the NGO. While the field is only rented out at night to pay for electricity, which is Rp. 25,000. The parking fees and field rent are

paid to the treasurer of the management and entered into the cash management of the PKL Semolowaru Center. We use this money to pay for shortages in operational costs such as electricity, water, and other costs.

The results of selling at Semolowaru PKL Center are only sufficient to meet food needs, while to meet other needs the income from selling is not enough. Merchants have made an initiative to register their wares on go food to increase sales. Since its inception merchants have agreed to sell food differently from one trader to another, but now traders are more focused on selling drinks, such as coffee, tea, and other drinks. So now the Semolowaru PKL Center looks like a coffee shop or *warung kopi* when local people said. Visitors who come at night generally only order drinks while hanging out with friends. Visitors who order food are not too many.

Semolowaru PKL Center has futsal and basketball court facilities, wifi, toilets, prayer rooms and dangdut orchestras that regularly perform at night. Semolowaru PKL center has many shortcomings, such as poor lighting and rarely held events. The event greatly affected the number of visitors at the Semolowaru PKL Center, because previously merchant sales increased when the event was held. Mrs. Dyah hoped that once a week an event or competition is held.

### 3. 3rd Informant (PKL Semolowaru Center Merchant)

The third respondent is a merchant in Semolowaru PKL center, Mrs. Nur Cholifah who has been selling at the PKL Center since 2014. She has a stand called Bu Risma's coffee shop selling rawon, krengsengan, and various beverages. The location of Mrs. Nur's stand is 3rd from the main entrance.

At the moment the new management is being carried out, because it is felt that the center has been relatively quiet. According to Mrs. Nur, a strategy that can be done so that the crowd is selling should all be sold so that visitors are not disappointed if they come to the PKL center because the merchants are ready to offer their food menu, held several activities that can enliven the center such as some time ago held halal bi halal and martial arts events throughout Java East. The existence of the futsal field is also a factor for visitors to come, after the futsal court users have finished playing, they stop by the merchants to buy drinks.

According to Mrs. Nur, what has been done by the municipal government is the improvement of PKL center facilities such as canopies, construction of futsal fields, holding cooking training, how to sell in the past year while pencak silat events throughout East Java in July were carried out by the management and initiatives from merchants.

The Semolowaru PKL center' exterior need to be improved like outdoor lighting, because there is less lighting and a gate is needed to be known by the outside community. Previously cleaning was carried out by janitor, but now the janitor had passed away, cleaning is now managed by merchants.

Ms. Nur's daily turnover is around IDR 250,000 -300,000, whereas if it is a busy day it can reach IDR 500,000 - 600,000, because many visitors have known Mrs. Nur's stand for a long time. According to Mrs. Nur, the food menu at the center was not enough so it was not just drinks, this caused visitors who came looking for food to finally come out again due to the lack of food. Hope Mrs. Nur, so that all merchants can be crowded one of them is the number of activities or events and lighting improvements outside the center.

#### 4. 4th Informant (Visitor)

Mr. Nuris and Ms. Sari are a married couple who live in Penjaringan Sari Flats. Respondents visit the center quite often, which is around 3x each week. The interesting thing about this street vendor center is that it is good for hanging out, where its uniqueness compared to other centers is a comfortable stretch area to hang out with friends or family especially let alone live music or music orchestra every night. The exterior or front location of the center is not good where the lighting is very less. Respondents know this center is the first time a friend invited. According to respondents the layout of the stand was less organized, food and drinks were ordinary when respondents came to the location like to eat rawon owned by Mrs. Nur.

Cleanliness is also felt by respondents is also lacking, input for traders is to fix the toilet because it is dirty, the parking lot is not neat, the lighting in the inside area is quite bright but the exterior lighting is very lacking. The PKL center system in Penjaringan and Semolowaru is different, wherein Penjaringan Sari, only one type of food per stand is sold, but in Semolowaru almost all the stands sell the same menu.

#### 5. 5th Informant (Visitor)

Mr. Narto has been a visitor at the center for a long time, but does not often visit with intensity twice a month and usually visits the PKL center with family. Know this PKL center because it often passes by and his home is close to the PKL center. The attraction of this PKL center is that it is a comfortable place, a pleasant place to hang out, affordable prices, and there is live music, but the location is rather inward so not many people know its location.

Respondents also like to recommend their communities to visit it, but many of them do not know the location because it is not so visible from the outside so that respondents always give direction to the location of the community. The front gate is too dark, but inside the place is quite comfortable, spacious, and open. In terms of food, it is incomplete so there are not many choices for visitors, so far respondents have bought coffee and rawon / kresengengan.

The layout of the stand is pretty neat, but it feels something is lacking when compared to the Arif Rahman Hakim PKL center, the layout is L, so that the corner stand is quiet compared to the front stand, visitors are lazy to go to the back of the stand. But at Arif Rahman Hakim, the U-shaped stand layout allows visitors to choose more food. While the display of goods at each stand is no problem, for example sachets on display. Respondents did not pay much attention to the layout of the kitchen stand. But the thing that was noticed by respondents was the cleanliness of the bathroom because it was dirty and uncomfortable. Parking feels no problem. Suggestions for centers and offices are, toilet cleanliness, exterior lighting, stand layout so that the corners are also crowded.

#### 6. 6th Informant (Visitor)

Ms. Febriana is a housewife who lives in Rungkut Asri, Surabaya. He knew Semolowaru PKL center because he was invited by her husband. He was in the location for about half an hour. According to him the appearance of the front entrance of the street vendors center was very dark and he hardly noticed if there were street vendor centers in that location.

For the part in the PKL center arrangement, the merchants' booth as well as the stage and the field is less attractive, so there are merchants who become less visited by buyers because of the inefficient placement of booths, customers tend to come to the

booth that is close enough to the entrance access. as well as the appearance of booths that are less attractive and tend to be unclear from the outside specifically the food being sold. In terms of land the Semolowaru PKL center is quite extensive and with the construction of the Field it is a positive thing for enlivening the center, but according to him laying the field increasingly closes the area within the location of the center, and makes merchants who are far from the field untouched by buyers. The positive thing is that there is live music but unfortunately the stage looks simple and unattractive, and the majority of dangdut song selections also make the market of visitors to this location only certain classes.

According to him the potential of the Semolowaru PKL center is very good because in terms of land area it is very possible to be explored into an attractive place for all people, his advice would be that it would be nice if the booth and stage arrangement was made like a U formation so that the stage was visible and the food booth could be reached evenly by visitors, and for laying the field should also not be in front because it obstructs the view of the area in the center, the field should be in order to enliven the entire location of the center.

Mrs. Febriana also hopes that the food booth can be designed neatly and attractively to attract visitors to buy and improve hygiene so that buyers do not hesitate to buy. The outdoor area can also be nicely designed with attractive and bright garden lights throughout the central area, the most important thing is good lighting especially in the front entrance area of the street vendors so that road users "realize" if there are street vendors in the area, and throughout the center, for the stage can be made a minimalist stage with a canopy and good lighting and sound system to make it more interesting, and for the selection of songs the general should not be fixed on dangdut.

Based on the results of the interviews with the six informants above, the researchers conclude that there are 8 factors that determine consumer buying interest at Semolowaru PKL Centers, namely:

### **1. Lighting and exterior**

Based on information from all informants stated that the lights at the PKL center lights are not lit at all so that if the night looks dark from the outside, also if during the day the letter of culinary tourism centers is not so visible from the road. According to (Buchari 2011), exterior usually gives a first impression of the store, because this section is the first seen by visitors. The information that needs to be considered is not only the lighting inside the PKL center but also the lighting outside the PKL center, namely on the parking lot and signboard. Lighting on the parking lot will provide a sense of security and comfort for visitors. Therefore the solution for Semolowaru PKL center exteriors is to establish a signboard/neon box gate area with an attractive design and installation of signboard/neon box lights so that at night it looks bright and many people know the area.

### **2. Increased human resources (merchants)**

Human resource development is a process to improve the ability of human resources in helping to achieve organizational goals (Mangkunegara 2010). According to 1st informant as the head of the UMKM guidance section, almost every year there is always good training in cooking, basic accounting, etc. But indeed things like this must be consistently done so that merchants not only improve their skills, but they can also develop an entrepreneurial mindset and maintain the enthusiasm for entrepreneurship.

Several things can be done to improve human resources such as digital marketing, excellent service, packaging food production, etc.

### **3. Diverse menus between tenants**

According to (Kotler and Armstrong 2012), completeness of products is the availability of all types of products that are offered to be owned, used or consumed by consumers produced by a producer. Currently, there are not many merchants who provide food and the majority of them sell instant drinks. Some visitors who come to the PKL center finally did not get many choices for food menus. Each merchant must have a specialization on one type of food that becomes their mainstay. The attributes need to be developed so that consumers are interested to buy and consumers become loyal (Tjiptono 2007). This will make the menu at the PKL Centers more diverse and have good taste. Though the products offered are very important for visitors, because visitors have many choices to make a purchase. The more choices, the more opportunities visitors have to choose food.

### **4. Facilities**

According to (Tjiptono and Candra 2012), facilities are physical resources that must be available before a service is offered to consumers. Facility is something important in service business, therefore the existing facilities are the condition of the facility, interior and exterior design and cleanliness must be considered especially those closely related to what is felt consumers directly. Currently, Semolowaru PKL centers have field facilities that can be used for futsal and basketball sports, indeed these facilities are a special attraction for visitors. Users of this facility after their activities usually stop by the street vendors to buy drinks. This potential can be maximized that is offering to several agencies, schools, campuses, and the surrounding community to use this facility so that it is expected that users of the field facilities will also be visitors to the merchants' stand.

### **5. Organize events regularly**

According to (Moenir 2008) service is a series of activities that take place routinely and sustainability encompasses the entire life of people in society. One of the services is PKL center makes some events routinely to attract visitors to come to the PKL center. The event is not an activity that can be done every day, but the influence of stand sales is quite large. With the existence of big events such as halal bi halal, martial arts contests, etc., the potential of visitors who come is increasingly large so that more and more vendors are also visited by visitors. PKL managers can schedule events regularly at least once a week so that it becomes an opportunity for stands to offer their products. With the regular schedule of events, each tenant must prepare a varied food menu so visitors can choose the menu according to their tastes.

### **6. Live music**

Live music has a difference in events. If the event is held at a certain time, live music is held every day to liven up the atmosphere in the street vendors. Live music is one of the attractions of street vendors. Music that is sung live gives a better impression than music that is only played through the media player. The atmosphere will feel saturated if there is no music because music can control the mood of consumers. Some previous research results also show that music in the business environment can influence



consumer behavior. Positive experiences gained by consumers by listening to music are believed to increase the desire to make a purchase. Semolowaru PKL Centers currently routinely carry out live music to attract people's buying interest, but the live music given is dangdut music genre. Pop and mellow music will be more suitable to be heard in the business environment, especially the culinary business. Consumers will spend time and order more food if they listen to music with a slow tempo.

#### **7. PKL center environment cleanliness**

Cleanliness Semolowaru PKL center can affect the feelings and attitudes of consumers and will further affect the actions of a consumer. Several points require special attention regarding cleanliness because if consumers know that point, it does not close the possibility that consumers will feel uncomfortable and do not want to visit again. Even more alarming is if the consumer shares his experience of discomfort with others. It is like the statement of Hidayat that customers create positive or negative words from their mouths about the cleanliness of the store (Hidayat 2015).

A clean center will make consumers feel comfortable and at ease to spend their time at the Center. The cleanliness of the center will also have an impact on consumers' views about the hygiene of the food served. Hidayat also stated the same thing, that outlet cleanliness creates an image of comfort and luxury in the customer's mind because customers need more time to shop and make purchases (Hidayat 2015).

#### **8. Structuring and booth design**

Layout PKL Center will invite consumers to visit the location of the center. If you want to make changes, the layout at the PKL center is difficult to change, because the layout of the building has been designed to adjust the placement of the booth. It costs a lot if the PKL center wants to change the layout for the better. The real problem in the Semolowaru PKL Center layout is, the booths that are there are not so visible from the outside, thus raising doubts for the public to visit. Layout is intended so that Semolowaru PKL Centers have competitiveness that can differentiate from other PKL Centers. A good layout will make consumers stay longer at PKL Centers and spend more money. This is following the statement of (Berman and Evans. 2007) that a good layout will help the seller to display his merchandise properly, facilitate consumers to make purchases and improve the work efficiency of officers, attract buying interest and increase profits for the seller. Sugiman & Mandasari explained that describe layouts that are formed following a comfortable store atmosphere to create emotions and consumer interest in the merchandise being sold (Sugiman and Mandasari 2013).

### **CONCLUSION**

Based on the results of research that has been done, it can be concluded about the determinants of consumer buying interest at Semolowaru PKL Centers. Some of them are quite crucial and need attention and prompt handling, 1) Lighting and exterior; 2) Increased human resources (merchants); 3) Diverse menus between tenants; 4) Facilities; 5) Organize events regularly; 6) Live music; 7) PKL center environment cleanliness; 8) Structuring and booth design. Not only infrastructure that has to be improved but human resources also. Many merchants have to improve their skills, entrepreneur mindset, and knowledge. So that they can more active to get more consumers and make Semolowaru PKL center more life.

### SUGGESTION

After this research, it was found several things so that the infrastructure in Semolowaru PKL Centers can be fixed but in the next research it can be explored related to internal aspects of Semolowaru PKL centers namely human resources. So it is not only infrastructure ready but its human resources need to be developed.

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